"Stablemates" Opens, Loew's, Toronto

CANADIAN MOVING PICTURE DIGEST

RAY LEWIS
Editor and Publisher

Vol. 30, No. 29 | TORONTO 2, CANADA | November 5th, 1938

There's a new phrase in the industry:

"THE FRIENDLY COMPANY"

What does it mean?

(See Inside Cover)

PUBLISHED BY
CANADIAN MOVING PICTURE DIGEST COMPANY LIMITED
259 SPADINA AVENUE, TORONTO 2

THE POLICY OF "THE FRIENDLY COMPANY!"

IT IS neither fitting nor becoming for Metro-Goldwyn-Mayer to parade in the public prints the kindly and complimentary words which are being showered upon it in communications from our customers, and editorially in the trade press.

THE PURPOSE of this advertisement is to register deep gratitude to our exhibitor friends for their faith and support.

AS THIS new season proceeds on its way it has been convincingly demonstrated by early renewal of contracts that our customers of the past year were more than satisfied with our merchandise and our methods.

TO THEM and to new M-G-M exhibitors we re-affirm our belief that successful operation is built on the confidence and support of happy customers! That is the essential of a profitable partnership and our appreciation of it is expressed in the fair policy of a friendly company.

YOUR FAITH in M-G-M's product has been answered again this season by a consistent supply of splendid entertainments.

YOUR FAITH in M-G-M's sincere selling methods has been fulfilled this year too, as it was last season, in a reasonable and fair allocation of pictures.

YOUR FAITH in a rosy future for your theatre is amply fortified by M-G-M's Fall and Winter production activities.

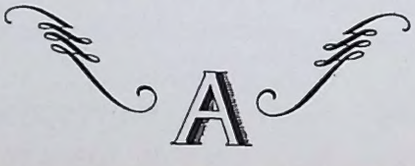
MONTHS AGO Metro-Goldwyn-Mayer set its plans for a 1938-39 season that would entail the largest outlay of production money which this company has ever expended.

ONLY M-G-M with its vast reservoir of talents and story materials and its ability to take chances could do this.

WITH BOOM conditions evident in America, the foresight of M-G-M in being prepared with "A" attractions for "A" times is added confirmation to customers of many years that true security rests in an M-G-M contract.

IN A sentimental business we take the liberty of a heartfelt salutation:

"WE ARE grateful to you who have made our success possible."



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JAMES LEWIS SMITH
Associate Editor

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RAY LEWIS
Editor and Publisher

THE LITTLE PAPER WITH THE BIG IDEAS
"Easy to Digest"

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Correspondents:
J. J. Conklin, Winnipeg.
Ward Shaftesbury, London.
Alice T. Fairweather, Saint John, N.B.

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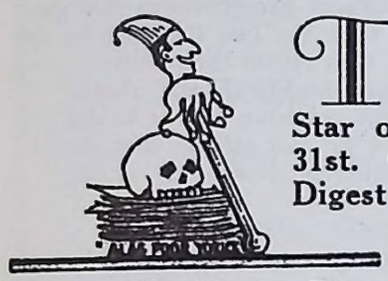
WHAT DID WE SAY ABOUT CO-OPERATIVES?



THE following editorial is published from the Toronto Star of Monday, October 31st. Our editorial in The Digest on "Co-operatives", as this method of being in business relates itself to Motion Pictures, was published on Oct. 29th. Several weeks ago, we also, had something to say editorially concerning "Co-operatives", because, during our motor trip across Europe, we noted that there were Co-operatives in every thriving town, city and village.

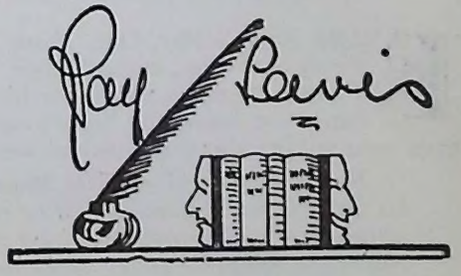
"CO-OPERATIVES IN CANADA"

"Co-operative organizations are gaining an important place in the Canadian business field. The large, well-established co-operative organizations are the wheat pool, the livestock and fruit co-operatives. There are, in addition, hundreds of smaller organizations which function in various localities across the country. Among Canada's leading fifteen manufacturing industries, such as pulp and paper, petroleum products, automobiles, central electric stations, the farmers' business organizations now rank first in the number of establishments, third in gross sales value of products and fourth in the amount of capital invested. Co-operatives are taking their place in the ranks of big business in Canada.

"The bureau of statistics reports that in 1937 there were a total of 3,987 co-operative business units engaged in marketing farm products and purchasing farm supplies. The shareholders and members financially interested totalled 396,918, and in addition it is estimated that there were 451,231 patrons. The equity invested by the membership amounted to $51,252,828, which was an increase of $166,137 in net worth over 1935. Current assets amounted to $29,900,700, compared with $10,293,661 of current liabilities, which shows the co-operatives having $2.91 of assets which could be readily turned into cash to cover each dollar of current debt. In the one year, 1935-1936, the total working capital increased from $17,541,304 to $19,697,038. The relation of net worth to total assets was maintained favorably at 58 per cent. Co-operatives, at least the major and long-established ones, are seen to be sound financial structures not only from the current but also from a long-time point of view.

"Public interest in co-operatives appears to be growing at a lively rate also in urban centres in Canada. Apart from the financial benefits which can be reaped by its members, an important feature of this movement is its educational program. Dotted all over the country, in cities and towns as well as in rural areas, are hundreds of study groups which meet regularly in family sitting rooms or in meeting halls to read and discuss the principles of co-operation as a way of life."

Again this editorial reveals, that The Digest has an ability to see far enough ahead to guide its readers, keeping pace with leading press and trade papers in its editorial foresight, for has it not been rightly said, "Great minds run in the same channel"? Like Leo, The Lion, "Pardon our blushes".



RAY PRESENTS

RAY LEWIS

AMONG the proverbs of Solomon which the men of Hezekiah, king of Judah copied out, was this proverb:

"As a dog that returneth to his vomit
So is a fool who repeateth his folly".

We remember that we gave warning to the Independent, that the 16mm. was not competition, but opposition; and should the producer-distributors carry out plans to distribute 16mm. films of their feature pictures, the Independents would have a problem of self-preservation to cope with, more formidable than any monopoly problems with which they have had to contend.

The exhibitors were told by their own Independent representatives that the 16mm. was a harmless child, that The Digest had a flair for getting excited, "jousting at windmills" we believe was the literary flavour given to the dope by which the exhibitors were put to sleep.

NOW that the 16mm. has its sales forces all over Canada, and that one of the distributing companies has about 90 features to offer, having made a contract with GB and Universal for the 16mm. films of these respective companies, made it before Sovereign Films, subsidiary of Empire-Universal came into this field, exhibitors are beginning to get worried.

Exhibitors who show 16mm. films do not advertise that the film is any different from that which can be seen at any theatre. For instance, one town had a showing of "All Quiet On The Western Front" for which showing it charged thirty-five cents. One had to go up two flights of stairs to see the film; and no fire, or panic-trap could be a better one than this, save a replica of the Black Hole of Calcutta.

Should an accident occur at such a showing, the legislation which would be enacted, would not only regulate 16mm. showings, but would restrict regular theatres, just as did the fire at the Laurier Theatre years ago at Montreal, which became responsible for the legislation in that province, restricting the attendance of children to Motion Picture Theatres.

FROM Barry's Bay, Ont., about twenty miles from Pembroke, Ont., came Father T. B. Biernacki to Toronto to make a deal for his Church on premiums, you know the "give-away" habit which we have been talking about for several weeks.

Father Biernacki exhibits 16mm. pictures at his Church but he thought that he could stimulate attendance, noting that exhibitors appeared to be successful with this policy, so he made a deal for ovenware, we are informed.

At Pembroke, there is a theatre called O'Brien's, operated by the Ottawa Valley Amusement Co. It has a seating capacity of 750 and runs six days a week. The town is just under ten thousand.

IF the Independent exhibitors accept legislation from the governments of any of our provinces in respect to the 16mm. film, they are like the dogs of the proverbs, just fools who repeat their folly.

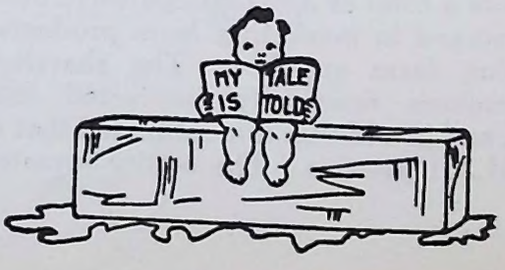
It has been reported to The Digest, that a certain salesman told an exhibitor, that if he did not buy the trademark he was selling, that the pictures would be shown in a store, or at the church close to him, in 16mm.

NEXT week we will present a legal column, conducted by one of Toronto's well-known solicitors, with whom we have entered into a contract, in order that we may carry out the idea of, "The Little Paper With The Big Ideas".

This column for legal questions will be open to our PAID SUBSCRIBERS, who can ask any question on which they want a legal opinion, by addressing the Legal Editor of The Digest. Exhibitors must send in their name and address, but they are permitted to substitute a nom de plume under which their questions will be published and answered. Ask anything which comes within the law and our legal department will answer your question.

THIS column is a special service to our PAID SUBSCRIBERS. The solicitor who will conduct this column, is now conducting a similar column for several newspapers, but The Digest leads the way for such a service to the PAID SUBSCRIBERS of its weekly publication.

Imagine all your legal problems interpreted for you, and all it is going to cost you is a subscription to The Digest, at the special reduced rate from $5.00 to $2.00 yearly, which is still in operation. Exhibitors, you no longer need a policeman to whom you can tell your troubles; write our Legal Department, AND THEN READ WHAT THE LAW HAS TO SAY ABOUT YOUR PROBLEMS, AS PUBLISHED IN THE DIGEST.



The Canadian Moving Picture Digest introduces a Legal Department for Paid Subscribers. See "Ray Presents" for further details. Avail yourself of the Special Offer which gives you a year's subscription to The Digest for $2.00. This offer still holds good until the first of the year.

While other papers have increased their subscription rates, we have reduced ours from $5.00 to $2.00. Get your subscription in now at $2.00. Beginning January 1st, 1939, the subscription to The Digest will be $5.00 a year.

THE CANADIAN MOVING PICTURE DIGEST,
259 SPADINA AVENUE,
TORONTO, ONTARIO.

Accept my Subscription.

☐ One Year's Subscription $2.00 ☐ Three Years' Subscription $5.00

Name of Exhibitor .....

Theatre .....

City or Town..... Province.....

Digest Reviews and Previews

★★★ Excellent ★★ Very Good ★ Good • Fair or Poor

★ ★ ★

"STABLEMATES"

METRO-GOLDWYN-MAYER

THEY tell us that ever since Mickey Rooney saw Wallace Beery and Jackie Cooper in "The Champ", Mickey wanted to make a somewhat similar picture with Beery, and here is the picture that fulfilled his wish.

For the third or fourth time in his film career, Mickey is a jockey. Wally Beery plays the role of a formerly famous "vet", now a drink-sodden derelict. When "Lady Q", a horse which Mickey has become very fond of, loses another race, his owner, in disgust, gives the horse to Mickey in payment of his wages. Mickey and the horse bed down together at the stable, and Wally Beery becomes an uninvited guest at their establishment. Mickey learns of Wally's former greatness, and by clever scheming persuades Beery to operate on his horse's hoof, removing a tumour. The operation is successful, and Mickey and Wally become close friends. They decide to race the horse, but first there is the very humorous episode at the farm of Margaret Hamilton, a lonely spinster, who almost snares Wally in a matrimonial noose. Mickey learns that if Wally is seen around the race-track where they are going to race "Lady Q", he will be arrested for performing the operation on "Lady Q" without having a license, and in order to save his friend from jail, Mickey tries to alienate the bonds of affection between the two. Wally, however, has become too attached to the boy, and just won't be insulted. They go to the track, "Lady Q" wins and Wally is arrested. However, the picture ends on a happy note as Mickey sets off for school with the money "Lady Q" has won for him, and he is to graduate just as Wally's jail term is finished.

To say that the story isn't pure sentimental hokum would be ridiculous, but it is the type of sentimental hokum that the public eats up. Both Wally Beery and Mickey Rooney turn in splendid performances, with Beery doing his best work in some time. With two such star names as these to light up your marquee, you will have no difficulty in packing your theatre.

Action shots at the race track are well done, and the general production and direction is first rate. Although

"JAY L"

Mickey Rooney and Wallace Beery almost carry the whole picture themselves, the supporting players, Minor Watson, Oscar O'Shea, Margaret Hamilton, Marjorie Gateson and others do excellent work.

Produced by Harry Rapf. Directed by Sam Wood.

Running time—90 minutes.

★ ★

"HARD TO GET"

WARNER BROTHERS

WITH the fading popularity of crooners, Warners sensibly decided that something ought to be done about Dick Powell, the expensive piece of star material they owned by right of contract. So what did they do, but up and put the lad in a smart comedy-romance, and only allow him to sing ONE song during the whole length of the film, and even then made the song sequence very unimportant without a Busby Berkley background of hundreds of dancing beauties, etc. The result is a very satisfying piece of cinematography, that will please the family trade just about 100%.

Dick plays the role of a manager of a gas station-tourist cabin combine, owned by a large oil company. His co-star, Olivia de Havilland, is the wilful daughter of multi-millionaire Charles Winninger, whose valet, Melville Cooper, is always beating him at fencing, boxing, wrestling, and any other sport in which they engage. Olivia drives up to Dick's service station, orders the gas tank filled up, oil changed, etc., and then tells him to charge it, having come out without her purse. Dick believes her to be a "phony" and makes her clean up the ten tourist cabins, making the beds, etc., to work out the money for the gas and oil. Olivia swears vengeance. Posing as her own maid, she gets into Dick's good graces, and learning of a scheme he has devised to establish a chain of tourist cabin-gas depots across the country, sends him to her father, knowing that the "old man" will give him a real rocky ride. The plan backfires when Olivia finds herself in love with Dick, but it is only after countless misunderstandings and mix-ups, that the two are united in holy matrimony.

Powell and Miss de Havilland make a splendid team for this type of picture, both registering very well. Charles Winninger and Melville Cooper as Olivia's father and his valet, almost steal the picture with some riotous comedy sequences. Ursula Jeans and Bonita Granville appear briefly at the beginning and at the end of the picture as Olivia's mother and sister, respectively. Allan Jenkins and Penny Singleton are also in there for brief bits.

Direction is fast, and the pace kept on an even keel, despite its speed.

Directed by Ray Enright.

Running time—81 minutes.

SHORT SUBJECTS

"THE GLASS SLIPPER"

20th CENTURY-FOX

A PAUL TERRY-TOON in color presenting a burlesque on the popular fairy story of Cinderella. In Mr. Terry's version, Mae West is the fairy god-mother, and Harpo Marx the prince-charming. Cinderella is finally left out in the cold, as the prince chooses the fairy god-mother. Funny.

Running time—7 minutes.

"UNHOLY SMOKE"

VITAPHONE

PORKY learns how wrong it is for little boys to smoke, in this "Looney Tune" cartoon. His adventures with Nick O. Teen are a riot. Your audiences will enjoy it and it does carry a moral.

Running time—1 reel.

PERSONAL MUSINGS

THE reel booked by 20th Century-Fox here for the Community Welfare Drive, will have been shown at 80 Toronto theatres by the end of this week.

Another short subject, "The World Is Ours", produced with the co-operation of all the Hollywood studios included in the Motion Pictures' Greatest Year Drive, and featuring 62 stars,

Digest Reviews and Previews

will appear in the 380 paid-up pledgee theatres across Canada starting this week.

Sam Karby, manager of the Roxy Theatre, Watrous, Sask., is a very enterprising showman. For example — Having secured booking for "Snow White" for Nov. 3, 4, 5, Mr. Karby sets about publicizing the fact. So what does he do but contact the editor of the Watrous Manitou, the town's newspaper, and arrange for a special issue, to be known as the "Snow White Issue". Big, black, bold headlines at the top of the front page read, " 'Snow White' Here Next Week". Editorial comment on the front page includes the following paragraph: "People from a radius of 60 miles are expected in Watrous next Thursday, Friday and Saturday. Be here and renew old acquaintances. These are Watrous days, and we rightly will rejoice, so make it a point to be in town the last three days of next week".

Congratulations to Messrs. Franklin and Herschorn on the opening of the new Mayfair Theatre, Dartmouth, N.S. Ivan Haley will manage the new house, as well as managing the Dundas Theatre in the same town. The Mayfair will operate continuously from 1 P.M. to 11 P.M. with two changes of program weekly.

On another page in this issue you will notice an advertisement for a position by Mr. T. Soucie, formerly manager of the Lyric Theatre, Hornepayne, Ont. Mr. Soucie is out of a position because of the fire which recently destroyed the Lyric. The loss was not covered by insurance. Good luck, Mr. Soucie, here's hoping you're swamped with offers.

"Jay L."

FOR SALE

Music Box Theatre

In one of Vancouver's most thickly populated suburban districts - - 600 seats, floor space for 700. Present lease 10 years to run. Owner retiring.

All communications to

MRS. L. McEWAN

c-o Music Box Theatre, Vancouver, B.C.

HOLD BONDHOLDERS' MEETING

Quebec, Que.—A meeting was held last Saturday of bondholders of the Cartier-Victoria Theatres Limited, in the office of the Sun Trust Company. The purposes of the meeting were as follows:

(1) To consider, study and authorize the project of sale of the Victoria Theatre to the France Film Company;

(2) To authorize the Trustee to dispose of the products of the sale of the Theatre and of all other Company surplus to redeem bonds at par, by drawing; the said draw to take place at the said meeting;

(3) To have future notices, published in the newspapers, in only one French-language daily in the City of Quebec.

(4) To study and analyse any other proposition judged necessary by the bondholders.

TENDERS BEING RECEIVED

Toronto, Ont. — Tenders are being received by Jay I. English, architect, for an unstated time for $8,000 National Theatre alterations, Yonge Street, Toronto. Three firms figuring are J. D. Young and Apperley; Globe Construction Company; Crown Construction Company.

PLAN REOPENING THEATRE

Regina, Sask. — Plans concerning the opening of the Broadway Theatre in Regina were discussed when two Winnipeg officials, F. H. Kershaw, district manager of Famous Players Canadian Corp., and D. V. Rosen, district manager of Empire-Universal Films, conferred here recently. Mr. Rosen indicated that plans were being considered, but that no announcement could be made for the present.

Mr. Jule Allen, heads the Moving Picture Division of United Welfare Drive, Toronto. Gurston Allen (like Father like Son), is head of the Young Men's Division . . . "You Can't Take It With You" has tie-up with Canadian Pacific Telegraph Head Office, Toronto, in window display. Gets plenty of publicity from billboard ads on "Frankenstein, Dracula" Shea's double-bill, which blurbs in red, CAN YOU TAKE IT"!

PARTNER WANTED

Party successfully operating small town theatre under lease of building desires silent partner to provide funds for purchase of theatre building, holding title, receiving interest on amount invested and percentage of gross receipts. Nine thousand will handle. Exceptional opportunity. Principals only. Write

BOX 39 — DIGEST

Film Board Elects Officers

THE Annual Meeting of the Motion Picture Branch of the Toronto Board of Trade was held on Tuesday with Mr. N. A. Taylor in the chair. Others present were Messrs. L. M. Devaney, J. J. Fitzgibbons, L. Rosenfeld, Jules Allen, T. J. Bragg, B. Geldsaler, R. W. Bolstad, C. Robson, H. Freedman, S. Firestone, S. Fine, D. Main, R. Auerbach, F. O'Byrne, J. A. Cooper, E. Wells and F. D. Tolchard.

The annual election of officers took place and Mr. T. J. Bragg was elected Chairman for the ensuing year. The Vice-Chairman is Mr. L. Rosenfeld and the Executive Committee Messrs. Herb. Allen, H. Freedman and L. Devaney.

There was a somewhat lengthy discussion regarding the work of the Branch in its various aspects. Sub-Committees were appointed to deal with these different matters.

The Conciliation Committee, including clearance committee, was chosen as follows: Messrs. Herb. Allen, L. M. Devaney (Chairman), S. Fine, H. Freedman, N. A. Taylor, L. Rosenfeld (Chairman, Clearance Committee), J. J. Fitzgibbons, B. Geldsaler, J. P. O'Loghlin, T. J. Bragg and O. R. Hanson.

AWARD GENERAL CONTRACTS

Welland, Ont. — General contract for construction of alterations to the Capitol Theatre here, has been awarded to R. Timms Construction Co., of this city. Plans call for general alteration, installation of new screen, new seats, projection room equipment, new concrete floor, new generator, and new projection machine lamp house.

Widespread listener panic last Sunday night caused by Orson Welles radio broadcast on an H G Wells story has resulted in renewed interest in and newspaper references to recent H G Wells film THINGS TO COME and picture will be reopened at Sam H Harris Theatre Friday November 4th stop THINGS TO COME an Alexander Korda production pictures destruction of world by war and pestilence and its rebirth in year 2036 stop Will play Harris Theatre for an indefinite time stop Other bookings being arranged for Newyork and Newjersey and a nationwide revival is prospect of United Artists

BEN WASHER

"Suez" Big $29,000 Opens To Capacity Business, Radio City Music Hall

Fairweather in the Maritimes

By ALICE T. FAIRWEATHER

NEW sections have been inserted in the New Brunswick Theatres and Cinematograph Act to include regulations to control the showing of 16mm. films. This was amended by Order in Council and reads as follows:

"Section 7(a). All itinerant or travelling entertainers having cinematograph motion picture machines or similar apparatus shall pay a road license of $100.00 for a period of one year or $10.00 per month. Under such license the licensee shall not exhibit motion pictures at any town or place in the Province in which there is located a licensed picture theatre and that all equipment used by itinerant operators must be of the 16mm. safety type equipment approved by the inspector.

"That Section 6 of the said regulations be amended by inserting the following as item 3 (b):

"3 (b). All 16mm. films industrial, educational or otherwise shall be submitted to the Board of Censorship, and the rate of censorship shall be charged at $1.00 per four hundred feet."

Naturally allowance or arrangement will be made for educational films, but this amendment will regulate the showing of 16mm. films which have hitherto been displayed without any censorship, although the N.B. Board of Censors (under the Chairmanship of F. C. Owens) have exercised all possible control over the operators.

SAINT JOHN, N.B.

FOLLOWING an appeal from the decision of the New Brunswick Board of Censors, who refused to pass "Blockade", an appeal was made to the Court, and Judge John A. Barry of the Saint John County Court up-

too attached to the boy, and just won't be insulted. They go to the track, "Lady Q" wins and Wally is arrested. However, the picture ends on a happy note as Mickey sets off for school with the money "Lady Q" has won for him, and he is to graduate just as Wally's jail term is finished.

To say that the story isn't pure sentimental hokum would be ridiculous, but it is the type of sentimental hokum that the public eats up. Both Wally Beery and Mickey Rooney turn in splendid performances, with Beery doing his best work in some time. With two such star names as these to light up your marquee, you will have no difficulty in packing your theatre.

Action shots at the race track are well done, and the general production and direction is first rate. Although "Blockade" had been awarded a special distinction by the National Peace Conference for his work on this picture.

Judge Barry decided the picture is "a story of what has been and is taking place in Spain by reason of the civil war being waged there". After referring to the British Government's efforts for peace through Italy, Judge Barry said, "This picture 'Blockade', is very pointedly a picture made to create world sympathy for 'the Loyalists', and considering world conditions today, I unhesitatingly say it is not proper to show it to the public".

It was pointed out in the newspaper publicity commenting upon this decision, that the film has passed in every other Province in the Dominion, and has not been banned in any State in the United States. U.A. is appealing the decision.

"BOYS TOWN" was viewed in Saint John, N.B., by over four hundred boys to the certain knowledge of the Capitol Theatre management, who were hosts during the showing of that picture to boys of various Saint John Institutions. Boys from the Boys Industrial Home, the Wiggins Male Orphanage, the Catholic and Protestant Orphans Homes, the South and East End Boys Club were guests of the Capitol Theatre. In addition to this, the audience looked almost like that of a circus, for fathers and mothers were accompanied by small boys and larger ones, not so frequently seen at a theatre during the school days.

SACKVILLE, N.B.

IN her annual report as convener of Films and Printed Matter given

result is a very satisfying piece of cin ematography, that will please the fam ily trade just about 100%.

Dick plays the role of a manager o a gas station-tourist cabin combine owned by a large oil company. Hi co-star, Olivia de Havilland, is th wilful daughter of multi-millionair Charles Winninger, whose valet, Mel ville Cooper, is always beating him a fencing, boxing, wrestling, and an other sport in which they engage Olivia drives up to Dick's service sta tion, orders the gas tank filled up, oi changed, etc., and then tells him t charge it, having come out without he purse. Dick believes her to be "phony" and makes her clean up th ten tourist cabins, making the beds etc., to work out the money for th gas and oil. Olivia swears vengeance

EXHIBITORS CHOOSE BEST PICTURES

"YOU CAN'T TAKE IT WITH YOU"

"Thumbs up all the way around for this swell Capra production. It's got everything in the way of entertainment. Is now in its fourth week here, and still going strong."

JACK ARTHUR,
Uptown Theatre,
Toronto, Ont.

"TEST PILOT"

"A swell picture that pleased 100%. Did the best business by far for the month here, and everybody liked what they saw."

DON CUMMINGS,
Beverley Theatre,
Toronto, Ont.

"TEST PILOT"

"Clark Gable and Myrna Loy make the perfect combination in this fast action drama. Many patrons told me it was the best picture they had seen in many months. Played to capacity houses."

AL PERLY,
Kenwood Theatre,
Toronto, Ont.

"GIRL OF THE GOLDEN WEST"

"We played this late, but singled it, and did exceptionally good business. Heard many comments on the picture, all favorable."

DAVE GORDON,
Oriole Theatre,
Toronto, Ont.

"DEVIL'S PARTY"
"CARDINAL RICHELIEU"
"DOWN THE STRETCH"

"Choice for this month is a toss-up between the first run on 'Devil's Party', starring Victor McLaglen, and a double revival of 'Cardinal Richelieu', with Arliss, and 'Down the Stretch', with Mickey Rooney. Box-office receipts on the two programs were about the same, with lots of interest shown in the revivals."

L. HANCHARD,
Radio City Theatre,
Toronto, Ont.

POSITION WANTED

Projectionist-manager, with 12 years' experience as operator and manager, desires position. Holds Grade A license. Age 30. Married. Will go anywhere. Apply

T. C. SOUCIE
P.O. Box 131, HORNEPAYNE, Ont.

"Room Service" Swell $12,000, Hippodro Week, Stanley Theatre

QUEBEC LEGISLATURE MAY AMEND FILM ACT

S. Morgan Powell, writing in the Montreal Star, has this to say about the revived reports of amendment to the Quebec Film Act:

"It is most encouraging to learn, on the authority of the Hon. T. J. Coonan, K.C., Minister without Portfolio in the Provincial Cabinet, that Premier Duplessis has promised to give serious study to the question of admitting children under sixteen years of age to the film theatre and that it is possible some action in this connection will be taken at the forthcoming session of the Legislature.

"The inconsistency of forbidding children to attend film presentations in our film theatres, all of which are now fireproof, and yet allowing them to attend theatrical performances in these same theatres, and also to see films shown in basements that are certainly very far from fireproof, is manifest. But the whole idea is not so much one of inconsistency as of a more liberal application of the law, in order that children under sixteen may at long last be afforded an opportunity of seeing films that are peculiarly well suited for their entertainment."

FIRE DESTROYS THEATRE

Hornepayne, Ont. — Fire of an unknown origin broke out in a warehouse here recently, spread to the Lyric Theatre, and demolished it. One dwelling was also damaged. Loss was estimated at $10,000.

THE SUCCESS
of your
THEATRE
depends upon
GOOD EQUIPMENT
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THEATRE SUPPLY COMPANY Ltd.
104 BOND STREET TORONTO • 336 MAYOR STREET MONTREAL

Stop ! Look ! Listen !

"You Can't Take It With You" held over for fourth week at Uptown, Toronto . . . Board of Police Commissioners, Toronto, rules that no permits for the playing of Bingo will be issued by the police, and any organization which operates games more than "occasionally" will be prosecuted . . . Harry Allen, Grand National, in New York, reported to be dickering on a smaller allotment of G-N product for Canadian distribution . . Nicholas Schenck for Metro-Goldwyn-Mayer, turned down the $15,000 bid for radio series "Judge Hardy's Family" . . . Confederation Theatres is reported to have kicked when United Amusement Company was given priority bookings on United Artists product when U.A. and N. L. Nathanson resumed dealings recently. Confederation Theatres claims that previous to the N. L. Nathanson-George Schaefer disagreement over the price U.A. could secure for its product in Canada, two years ago, they had U.A. product, and feel that they should get priority bookings now, since they had stopped playing U.A. because of the Nathanson-Schaefer split-up. It is contemplated that Nathanson will let Confederation get priority bookings, but United houses not close to Confederation will play U.A. pictures at about the same dates . . . Station CRCY, Toronto, now called Station CBY, and Station CKCV, Quebec, CBV, in move to establish uniform identification signals for stations owned by Canadian Broadcasting Corporation . . . Rumoured Loew's Theatre, Montreal, may tie-up with local radio show, broadcasting program from theatre to build-up B.O. . . . Four new theatres reported to be built in Toronto. Yonge Street to be site of three; one above Lawrence Park, another on the site of the old fire-hall on Yonge just above College (understand Henry Falk has an interest in this one), and one in the neighbourhood of Bloor Street. No permit has as yet been granted, but enquiries have been made for the building of a theatre on Bloor Street near Manning Avenue . . . Mr. Jule Allen, heads the Moving Picture Division of United Welfare Drive, Toronto. Gurston Allen (like Father like Son), is head of the Young Men's Division . . . "You Can't Take It With You" has tie-up with Canadian Pacific Telegraph Head Office, Toronto, in window display. Gets plenty of publicity from billboard ads on "Frankenstein, Dracula" Shea's double-bill, which blurbs in red, "CAN YOU TAKE IT"!

PARTNER WANTED

Party successfully operating small town theatre under lease of building desires silent partner to provide funds for purchase of theatre building, holding title, receiving interest on amount invested and percentage of gross receipts. Nine thousand will handle. Exceptional opportunity. Principals only. Write
BOX 39 — DIGEST

UNIVERSITY STUDENT PROPOSES NEW TAX

Toronto, Ont. — An amusement tax of one cent on every theatre ticket sold in Toronto was proposed this week as a source of revenue from which the city might provide a grant for the University of Toronto. The idea was proposed by a fourth-year law student of the University during a debate in the University College department.

BRANTFORD THEATRE BEING REMODELLED

Brantford, Ont.—Tenders are being received by Kaplan and Sprachman, architects, of Toronto, for construction of $10,000 alterations to the existing Esquire Theatre at 65 Colborne Street here. Owner is Sam Firestone of Toronto.

REMODELLING NEARS COMPLETION

Vancouver, B.C. — Work is well advanced on the complete remodelling of the Globe Theatre here, according to plans prepared by Architect Thos. L. Kerr of Vancouver. A completely new roof has been erected on the theatre, reinforced concrete floor slab has been laid in the auditorium, and modern warm air ventilating system has been installed. The Globe is owned by R. J. Dawson, present owner of the Plaza Theatre here. Estimated cost of work on the Globe is set at $40,000. The remodelled house is expected to re-open some time next week.

RADIO BROADCAST CAUSES REVIVAL

Ray Lewis
Canadian Moving Picture Digest
Toronto

Widespread listener panic last Sunday night caused by Orson Welles radio broadcast on an H G Wells story has resulted in renewed interest in and newspaper references to recent H G Wells film THINGS TO COME and picture will be reopened at Sam H Harris Theatre Friday November 4th stop THINGS TO COME an Alexander Korda production pictures destruction of world by war and pestilence and its rebirth in year 2036 stop Will play Harris Theatre for an indefinite time stop Other bookings being arranged for Newyork and Newjersey and a nationwide revival is prospect of United Artists

BEN WASHER

"The Young In Heart" Opens To Capacity Business, Radio City Music Hall

Washington Film Digest

By MILTON F. LUNCH

INDUSTRY CONFERS WITH GOVERNMENT ON NEW WAGE-HOUR LAW

Washington, D.C., Nov. 2—(CTP) ANOTHER conference between representatives of the Motion Picture Industry and the Government was held this week, but this time, it was not on the Justice Department suit. Like every other industry in the United States, the movie chieftains are wondering if the provisions of the new Wage-Hur Law affect them, and if so, how?

To get the answer to this question a delegation from the major studios gathered with Administrator Elmer F. Andrews, Calvert MacGruder, chief of the wage-hour legal division, and Paul Sifton, deputy administrator, to learn which among over 600 classifications in the Industry come under the law.

Those attending the conference for the Industry were Ross Hastings, RKO Legal Department; William S. Holman studio manager of Columbia; T. Keith Glennan, operation manager of Paramount; Maurice B. Benjamin, of Loeb and Loeb, counsels for Metro, Universal, and other major studios; Victor H. Clark; Pat Casey, labor representative of the studios and Austin C. Keough.

After conferring with the three wage-hour officials for an hour and a half, the net result seems to be nil. From what could be gathered after the conference, the labor officials told the Industry representatives to get together with labor first in an effort to boil down their list of classifications that might be under the law, before asking the wage-hour administration to rule on the many classifications.

Apparently no clarification of the application of the Fair Labor Standards Act to the Industry resulted from the conference. The Industry representatives asked the officials to formulate at least a temporary classification for the some 600 different positions, but MacGruder told reporters after the conference that the question was too complicated to give any decision now. He said that labor would have to be heard first and the administration could not insure any opinions on the classification now, as they might be wrong and be reversed by the court. He pointed out that under the act the courts must ultimately rule on which employees come under the act.

The Industry representatives cited two examples of the type of rulings which must be made. Whether or not a Gaffer, in charge of electrical work with electricians under him and who receives well over the minimum 25c per hour is exempt as a professional was one of the questions put to Andrews and MacGruder. The representatives pointed out that while there is no dispute over the Gaffer's minimum salary, which is covered by union agreement, it is sometimes necessary for him to work over the 44 hour week, provided by the act. Another example given was that of a Mixer, who is vital to the sound recording and who brings up the same problems.

Actors and actresses are professional and thus exempted, the Industry spokesman declared, but Andrews did not discuss the point. It was stated that the question of theatres and particularly of chain theatres was not discussed. The principal question here is whether or not chain theatres are in interstate commerce.

No further meetings are scheduled, it was stated, and it is anticipated that the suggestions that the Industry boil down their list somewhat before asking classification, will be heeded.

GOLDEN RAPS FOREIGN FILM PROPAGANDA

NATHAN D. GOLDEN, Chief of the Motion Picture Division of the Department of Commerce, in an address before the Motion Picture Course students of the School of Education, New York University, this week told the students that excessive nationalistic propaganda by foreign governments through the medium of Motion Pictures is likely to arouse increasing irritation and resentment on the part of movie-goers abroad.

"Such propaganda policies sometimes react in the opposite direction" Mr. Golden said. "Theatre patrons may become surfeited with that type of films, and a striking revulsion may conceivably come about in the near future." He said that the public abroad which is avid for real entertainment will not long support inferior productions from its own national picture industry merely out of patriotic motives.

Mr. Golden called American pictures "the bread and butter of foreign exhibitors". He denied that they tend, in any appreciable degree, to create misunderstanding or impair good-will, but on the contrary, he asserted, "there is not now, and probably never has been, any single factor in international relations more conducive to a realization of our inescapable community of interest than the world-wide exchange of motion picture entertainment".

He stressed the fact that 70 to 80 percent of the world's screen time is occupied by American films, and that about 40 percent of all revenues received by American film producers for their products, are derived from foreign markets. During the first 9 months of the present year, he said, not less than 145 million feet of American motion pictures were sent to foreign countries — Europe being by far our best market in point of dollars-and-cents returns, and Latin America the best if measured by footage consumption.

The main problem today, Mr. Golden told the school, are foreign governmental restrictions, high taxes, exchange control, tightening censorship, and a growing national tendency to coddle feeble local film industries abroad.

The Movie Commerce chief said that while the American Motion Picture Industry conforms readily to rational and moderate foreign requirements, "it may be justified in taking a positive stand against merely narrow-minded or punitive practices abroad".

Theatre Equipment and COMPLETE SUPPLIES

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Motor Generators.
Sound Screens.
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Coleman Electric Co.
258 Victoria St.
TORONTO, ONT.

EVERYTHING FOR THE THEATRE FROM SHEET TO STREET

"The Citadel", M-G-M British, Smash $18,000, Boyd, Philadelphia

Commercial Shorts Favorably Received in Ontario Test Bookings

Toronto Exhibitors Meeting Heavy Competition From "Class" Attractions

By MERRYL LEA

THE moving picture theatre, as an advertising medium, has been put to the test in Canada. In Ontario, at Barrie, the Granada, Imperial and Roxy Theatres; at Orillia, the Opera House and Princess Theatre; at Gravenhurst, the Muskoka Theatre, advertising shorts have been screened with a regular program.

Advertising men, who arranged for this test of the Canadian public's reaction to commercial shorts, were particularly interested in the results. The Digest learns from a well informed person, who talked with managers and theatregoers, and who watched the audience reaction in these three towns, that this form of advertising, properly presented, did not seem to meet with any unfavourable comment.

The shorts shown, were produced in the United States, featuring nationally advertised products. In one short, the product, a flashlight, was shown as saving human life when in the midst of a surgical operation, the power failed. The suspense was sufficient to hold audience interest.

Advertising men have viewed with skepticism, the use of advertising shorts in moving picture theatres, fearing that the patrons who came to be entertained might develop an aversion to the product displayed, if they realized that they were paying to see advertising. On the other hand, Exhibitors have felt that commercial films or regular programs, might alienate some of their best patrons, who did not want to be told what to buy when they went to the movies.

The commercial film is a powerful advertising medium, and there are many who feel that well produced shorts of this nature, may take their place in theatre programs. In this connection, Mr. Jack Chisholm of Associated Screen News, spoke at the Association of Canadian Advertisers at the Royal York Hotel, Toronto, last week. Together with several Canadian shorts, "Yankee Doodle Goes To Town", a short produced by the Crowell Publishing Company, publishers of Collier's Magazine, was screened at the convention, and was sufficiently well produced and interesting, to make you enjoy its presentation and forget it was advertising. At this convention the campaigns of the prize-winners in the Direct Mail Advertising Association competition in the United States, were on display, including RKO Radio Pictures' campaign, under the direction of Leon J. Bamberger.

IT looks as if Toronto Exhibitors will have more competition this winter than ever before, in the way of plays, visiting artists, lecture series, symphony concerts, etc. The line-up this year looks very favourable for Torontonians "culturally" — but will have its effect on the Box-Office, because "culture" is no longer reserved for the "classes", but is being offered to the "masses" at popular prices.

The Toronto Symphony Orchestra, for the first season since the inception of its regular concert series, is presenting a program every other Tuesday evening, admission prices 25c and 50c. This is the same orchestra which on alternate Tuesdays, plays to a "select" audience, admission price from 50c to $2.50. This is a significant move on the part of this association, which is conservative in character, and probably heralds a strong "popular price" for "class" entertainment era.

The Town Hall Series, run for the first time this season, brings six prominent lecturers to Toronto. Among the 'names', Elsa Maxwell, Stefan Zweig, André Maurois. Subscription for series, $4.00, $5.50 and $7.50. The Music Master Series, six concerts, $1.50-$3.00 each. The Concert Series, six concerts, featuring such artists as Lawrence Tibbet and Nino Martini. "Tuesday Travelogues", presented by Captain Reid, 10 in number. The National Film Society, foreign films, once a month. All these attractions at Eaton's Auditorium.

The Celebrity Series, five concerts featuring such stars as Nelson Eddy, at Massey Hall. The San Carlo Opera Company at Massey Hall, this week for three days. The Ballet Russe coming for three days in December. The Hart House String Quartet, three concerts; the Women's Musical Club concerts Thursday afternoons; the Holy Blossom Forum, series of lectures at popular prices, and other attractions, dates not definitely set.

In addition to this line-up, there is the usual season of shows at the Royal Alexandra, and the many Little Theatre groups' plays presented at Hart House Theatre. The Little Theatre movement will affect not only Toronto Exhibitors, but Exhibitors all over Canada, as this movement has been very progressive lately, stimulated by the Government, and has come back to life in nearly all communities.

DID you you know that Richard Oppel, Canadian representative for Walt Disney Enterprises, sailed for Europe on the "Ile de France" with Hal Horne, Eastern Representative Walt Disney. Mr. Oppel's headquarters will be London, but he will be doing business on the Continent as well. He will probably be away about five or six months, and during his absence Miss Stewart is in charge of the Toronto office . . . . That Canada's James P. O'Loghlin, head of 20th Century-Fox's Kent Drive is now down in sunny Los Angeles, and will finish up the drive the end of this month . . . . That M-G-M's Dewey Bloom arranged a swell "Want Ad" tie-up in the Toronto Daily Star on "Too Hot To Handle" and "Stablemates" . . . That August Radio Sales to dealers in Canada, dropped from $2,277,781 last year to $1,909,176 this year . . . . That Anna Neagle and Herbert Wilcox are to sail on the "Normandie" this week for the U.S.A. to attend premiere of "Sixty Glorious Years". Reports state they will attend the Canadian premiere also . . . That Percy Faith on a cross-Canada broadcast, which was carried by the Mutual Network in the United States, through special medley orchestrations on his program, plugged Motion Pictures' Greatest Year . . . . That "Motion Pictures Are Your Best Entertainment".

Shooting the Stars

As a result of her fine performance in "YOUNG DR. KILDARE", incidentally her first appearance on the screen, JO ANN SAYERS has been given a new contract by M-G-M, and will appear in the next of the series . . . MAXIE ROSENBLOOM has been assigned to one of the featured roles in "BROADWAY CAVALIER", WARNER BROS. picture starring PAT O'BRIEN, WAYNE MORRIS and JOAN BLONDELL, with MAY ROBSON . . . . . MADAME MARIA OUSPENSKAYA, who scored a notable screen success in "DODSWORTH", has been added to the cast of RKO RADIO'S first LEO McCAREY production, "LOVE AFFAIR", co-starring IRENE DUNNE and CHARLES BOYER . . . EDWARD SMALL announced this week that "KING OF THE TURF", his second production for UNITED ARTISTS release, will go before the cameras on Nov. 15, with ADOLPHE MENJOU in the title role; ALFRED GREEN will direct . . . SLIM SUMMERVILLE and SPENCER CHARTERS joined the cast supporting TYRONE POWER, NANCY KELLY and HENRY FONDA in "JESSE JAMES", 20TH CENTURY-FOX Technicolor film now in production . . . BEN STOLOFF has been set by COLUMBIA to direct "OLD MRS. LEONARD AND HER MACHINE GUNS", with EDNA MAY OLIVER rumoured for the lead . . . NELSON EDDY joins the growing ranks

Jane Wyman, Warner Brothers' player, prominently featured in "Brother Rat".

of Western stars next month when he starts work in "LET FREEDOM RING", dramatic story of pioneer days which JACK CONWAY will direct for M-G-M . . . REGINALD DENNY has replaced JOSEPH SCHILDKRAUT in the cast of "EVERYBODY'S BABY", latest Jones Family picture now in production at 20TH CENTURY-FOX . . . . . EDNA MAY OLIVER has been signed by RKO RADIO for one of the most important supporting roles in "THE CASTLES", which starts production this week with FRED ASTAIRE and GINGER ROGERS co-starring . . . WARNER BROS. have engaged EDWARD PAWLEY and TREVOR BARDETTE for parts in "OKLAHOMA KID", Western story starring JAMES CAGNEY . . . . JED PROUTY, known to movie fans as the dad in the Jones Family series, has been cast for the prominent role of TOM BROWN'S father in "THE DUKE OF WEST POINT", EDWARD SMALL production for UNITED ARTISTS release . . . work started at COLUMBIA this week on "RACKETEERS", with ALAN BAXTER and JACQUELINE WELLS in the leading roles, supported by Joe King and Willard Robertson; C. C. COLEMAN is directing.

Trans - Canada Showings

TORONTO

BLOOR
"Marie Antoinette" (M-G-M), starring Norma Shearer and Tyrone Power.

IMPERIAL
"The Sisters" (Warners), starring Bette Davis and Errol Flynn.

LOEW'S
2nd week. "Too Hot To Handle" (M-G-M), starring Clark Gable and Myrna Loy.

SHEA'S
"Dracula" (Universal), with Bela Lugosi, and "Frankenstein" (Universal), with Boris Karloff.

UPTOWN
3rd week. "You Can't Take It With You" (Columbia), starring Jean Arthur, James Stewart, Lionel Barrymore and Edward Arnold.

MONTREAL

CAPITOL
2nd week. "Drums" (London Films), starring Sabu and Raymond Massey.

LOEW'S
"Mysterious Mr. Moto" (20th Century-Fox), starring Peter Lorre. Also stage show.

ORPHEUM
"Hold That Co-Ed" (20th Century-Fox), with John Barrymore, George Murphy and Marjorie Weaver, and "Gangs of New York" (Monogram), with Charles Bickford.

PALACE
"You Can't Take It With You" (Columbia), starring Jean Arthur, James Stewart, Lionel Barrymore and Edward Arnold.

PRINCESS
"Three Loves Has Nancy" (M-G-M), starring Janet Gaynor, Robert Montgomery and Franchot Tone, and "Wives Under Suspicion" (Universal), with Warren William and Gail Patrick.

SAINT JOHN

CAPITOL
"The Sisters" (Warners), starring Errol Flynn and Bette Davis.

EMPIRE
"Double or Nothing" (Paramount), starring Bing Crosby and Martha Raye, and "Garden Murder Case" (M-G-M), starring Edmund Lowe.

MAYFAIR
"The Toy Wife" (M-G-M), starring Luise Rainer with Melvyyn Douglas and Robert Young, and "Gangs of New York" (Monogram), with Charles Bickford.

PRINCESS
"Love Takes Flight" (G-N), with Bruce Cabot, and "Parole Racket" (Columbia), with Rosalind Keith and Paul Kelly.

REGENT
"Jezebel" (Warners), starring Bette Davis, George Brent and Henry Fonda, and "Mr. Chump" (Warners), with Johnnie Davis.

WINNIPEG

CAPITOL
"Too Hot To Handle" (M-G-M), starring Clark Gable and Myrna Loy.

GAIETY
"Shopworn Angel" (M-G-M), starring Margaret Sullavan and James Stewart, and "Professor, Beware" (Paramount), starring Harold Lloyd.

GARRICK
"Algiers" (Wanger - U.A.), starring Charles Boyer with Hedy Lamarr.

LYCEUM
"I'm From The City" (RKO Radio), starring Joe Penner, and "Smashing the Rackets" (RKO Radio), with Chester Morris.

RIO
"Street Scene" (Goldwyn-U.A.), starring Sylvia Sidney, and "Captain Calamity" (G-N), with George Houston.

CALGARY

CAPITOL
"Boys Town" (M-G-M), starring Spencer Tracy and Mickey Rooney.

ISIS
2nd week. "Sing You Sinners" (Paramount), starring Bing Crosby and Fred MacMurray, and "Her Jungle Love" (Paramount), starring Dorothy Lamour and Ray Milland.

PALACE
"Straight, Place and Show" (20th Century-Fox), starring the Ritz Brothers.

STRAND
"Joy of Living" (RKO Radio), starring Irene Dunne and Douglas Fairbanks, Jr., and "I'm From The City" (RKO Radio), starring Joe Penner.

VARIETY
"In Old Chicago" (20th Century-Fox), starring Tyrone Power, Alice Faye and Don Ameche, and "City Girl" (20th Century-Fox), with Ricardo Cortez.

VANCOUVER

BEACON
"The Road to Reno" (Universal), with Randolph Scott and Hope Hampton, and "International Crime" (G-N), with Rod LaRocque.

BROADWAY
"Mother Carey's Chickens" (RKO Radio), starring Fay Bainter, Anne Shirley and Ruby Keeler, and "Sky Giant" (RKO Radio), starring Richard Dix and Chester Morris.

CAPITOL
"That Certain Age" (Universal), starring Deanna Durbin, with Melvyn Douglas and Jackie Cooper.

DOMINION
"Valley of the Giants" (Warners), starring Wayne Morris and Claire Trevor, and "Sing You Sinners" (Paramount), starring Bing Crosby and Fred MacMurray.

ORPHEUM
"I Am The Law" (Columbia), starring Edward G. Robinson, and "Vacation from Love" (M-G-M), with Dennis O'Keefe and Florence Rice.